

Iowa Department of Administrative Services – Human Resources Enterprise
Job Classification Description

Lottery Vice President, External Relations and Social Responsibility

Definition

Develops/implements Lottery's internal and external communications program; acts as the Lottery's chief spokesperson in media/public relations; develops enterprise-wide social responsibility initiatives; represents the Authority with the Iowa Legislature, Governor's Office, state agencies, and members of the board's authority; performs related work as required.

The work examples and competencies listed below are for illustrative purposes only and not intended to be the primary basis for position classification decisions.

Work Examples

Supervises and evaluates the work of subordinates; recommends personnel actions related to selection, disciplinary procedures, performance, leaves, grievances, work schedules, and assignments; administers personnel policies and procedures.

Establishes/implements the agency's internal communications strategies and ensures that all employees are apprised of lottery activities/strategies; reviews/approves weekly internal newsletters to employees and authors other announcements/updates; analyzes and interprets periodicals, journals, and government regulations for internal/external customers.

Develops/implements the agency's legislative agenda; authors/files appropriate legislation, guides all such legislation through the legislative process to become law and acts as the lottery's legislative liaison with legislators, state agency representatives and the Governor's Office; analyzes proposed and established legislation, advises department leadership and legislators, and makes recommendations as to acceptable courses of action.

Represents the Lottery at all Governor's Office meetings for Legislative Liaisons and Public Information Officers, establishing and maintaining effective communications with state government representatives.

Attends Lottery board meetings and advises on legislative, public relations, media relations and activities on behalf of the department; directs the board's action where needed in those areas.

Creates, implements, and oversees public relations efforts to enhance Iowa Lottery sales; oversees external communications efforts to address all inquiries from the general public and industry representatives; and writes speeches, prepares presentations, and makes speaking appearances on behalf of the Iowa Lottery.

Authorizes news releases; oversees department media relations on behalf of the Iowa Lottery; develops media campaigns about all facets of Lottery activities, including proceeds totals to the state, game introductions, new product development, and unclaimed prizes.

Serves as spokesperson for media interviews; conducts interviews and issues news releases to implement public relations program efforts, enhance sales and generate publicity about lottery winners.

Examines newspapers, broadcast reports, and websites for articles and editorial comment related to the Iowa Lottery and distributes the results to lottery staffers.

Oversees and implements lottery internal communications strategies; reviews and approves weekly internal newsletters to employees; and authors other authority-wide announcements and updates.

Develops, reviews, and establishes criteria for major procurements and participates in the evaluation of the resulting proposals.

Develops, reviews, and designs new lottery games including policies, procedures, and operational approaches associated with the execution of the game.

Reviews and evaluates advertising concepts to enhance Iowa Lottery sales; reviews proposed advertising scripts to analyze the effectiveness of the creative message and ensure that the dignity of the state is maintained; reviews incoming advertising and promotional solicitations and make recommendations.

Attends industry conferences, trade shows, and visits other lotteries; monitors industry publications to learn of industry-wide advances and developments; and develops networking contacts with peers from other lotteries.

Maintains on-call status at all times to provide direction in the event of a lottery-related emergency or major development; and serves as a team leader in the disaster recovery process.

Serves as the lottery's chief liaison on the Amber Alert team and directs/implements lottery participation in the program; reviews each alert issued to analyze its effectiveness to enhance future efforts.

Develops policies relating to responsible gaming and ensures the policies meet the lottery statutory and commercial obligations.

Raises public awareness of the lottery's social responsibility commitments.

Conducts research into best practices related to responsible gaming and creates partnerships with community and civic groups.

Competencies Required

Knowledge:

- Communications and Media — Media production, communication, and distribution techniques and methods, including alternative ways to inform and entertain via written, oral, and visual media.
- English Language — Structure and content of English language including meaning and spelling of words, rules of composition, and grammar.
- Sales and Marketing — Principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Customer and Personal Service — Principles and processes for providing customer and personal services including assessing customer needs, meeting quality standards for services, and evaluating customer satisfaction.
- Law and Government — Laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.

- Administration and Management – Business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- English Language – The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

Abilities:

- Law and Government – Understand and adhere to applicable laws, legal codes, administrative rules, and regulations.
- Oral Expression – Communicate information and ideas in speaking so others will understand.
- Oral Comprehension – Listen to and understand information and ideas presented through spoken words and sentences.
- Problem Sensitivity – Tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- Written Expression – Communicate information and ideas in writing so others will understand.
- Written Comprehension – Read and understand information and ideas presented in writing.
- Speech Clarity – Speak clearly so others can understand.
- Deductive Reasoning – Apply general rules to specific problems to produce answers that make sense.
- Inductive Reasoning – Combine pieces of information to form general rules or conclusions.
- Information Ordering – Arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).

Skills:

- Active Listening – Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Coordination – Adjusting actions in relation to others' actions.
- Critical Thinking – Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Monitoring – Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
- Speaking – Talking to others to convey information effectively.
- Reading Comprehension – Understanding written sentences and paragraphs in work related documents.
- Active Learning – Understanding the implications of new information for both current and future problem-solving and decision-making.
- Judgment and Decision Making – Considering the relative costs and benefits of potential actions to choose the most appropriate one.

- Complex Problem Solving – Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Minimum Qualification Requirements

Graduation from an accredited four-year college or university with a degree in communications, journalism, or a related field, and experience equal to five years of full-time work or training as a new reporter in broadcast or print medium with basic knowledge of public information functions.

Notes

This position is appointed by the Lottery's Chief Executive Officer and approved by the Iowa Lottery Authority's Board of Directors. This position requires a full background investigation at the outset, subject to periodic review for currency. Employment status is subject to satisfying any and all security requirements specified by the Iowa Lottery Authority.

Effective date: 07/22 SA